2014

OPTIMA

Information Provided by:
DEALER E-PROCESS

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Brilliant design, stirring performance

With world-class engineering, exceptional performance and advanced safety systems, the 2014 Kia Optima gives you good reason to be passionate about driving a midsize sedan. It combines bold exterior styling with a spacious and luxurious interior. Technologically advanced features make driving more convenient than ever and give you more choices in entertainment. Like all Kia models, every Optima comes with an industry-leading, 10-year/100,000-mile warranty program[1] — a reflection of its outstanding quality and reliability.

Information Provided by:

1 See Specifications page for endnote. Cover: LIMITED SHOWN. This page: SX TURBO SHOWN.

Optima Limited

An unrivalled blend of performance, elegance and technology makes the Optima Limited an exceptionally compelling midsize sedan. A Gasoline Direct Injection (GDI) turbocharged engine generating 274 horsepower delivers exhilarating acceleration and is complemented by a six-speed Sportmatic® transmission. Distinctive exterior styling includes 18-inch chrome wheels, front and rear red brake calipers, LED fog lights and chrome accent exterior trim.

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Unsurpassed elegance and refinement

Featuring a choice of striking white, gray or black premium full-grain Nappa leather trim, Optima Limited combines elegance with comfort. Ventilated front seats, heated front seats and rear seat cushions, and a heated steering wheel help ensure year-round driving comfort. A black cloth headliner, black gloss interior accents and chrome door handles further add to the interior's sophisticated design.

LIMITED SHOWN.

Information Provided by:
DEALER E-PROCESS

As comfortable and luxurious as it looks

Optima combines striking styling and meticulous craftsmanship. Spacious seating accommodates five adults, while available leather seat trim* and a driver's seat with power-adjustable lumbar support provide first-class comfort. For added versatility, rear seats feature a 60/40 split-folding design along with a convenient foldout armrest with cupholders. In addition, rear air vents* allow backseat passengers to adjust their own direct airflow.

1. HEATED STEERING WHEEL* Driving during colder months is more comfortable with the available heated steering wheel. **2. DRIVER'S MEMORY SEAT*** Available memory with presets allows two drivers to lock in their personal settings for the driver's seat and outside rearview mirrors. **3. VENTILATED FRONT SEATS*** Enjoy optimal comfort in warm weather with available ventilated driver and front passenger seats that circulate air through perforations in the seat leather. **3. HEATED FRONT SEATS*** Available heated front seats and rear seat cushions help ensure comfortable driving in cold weather. **4. PANORAMIC SUNROOF*** Brighten any drive with the available panoramic sunroof. The front portion of the sunroof tilts and slides. **5. DUAL CLIMATE CONTROL*** Available temperature control allows the driver and front passenger to create their own climate zones. Rear-seat passengers can adjust a separate vent.*

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*See Features page for availability. Not all optional features are available on all trims. LIMITED SHOWN.

Information Provided by:

Visionary technology

Optima's technologically advanced features are designed to make every drive more convenient. *Bluetooth*® wireless technology[2] puts streaming audio at your command when using a compatible *Bluetooth*® wireless technology-enabled device. Available features include convenient voice-command navigation with SiriusXM Traffic,[3] an Infinity®[4] audio system with excellent audio performance, and a Supervision meter cluster with Thin-Film Transistor (TFT) color LCD that's exceptionally easy to read.

Information Provided by:

2, 3, 4, 5, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. LIMITED SHOWN.

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1. PADDLE SHIFTERS* For sportier driving, available steering-wheel-mounted paddle shifters give you precise control of the six-speed Sportmatic® transmission. **2. POWER-FOLDING OUTSIDE MIRRORS*** Fold outside mirrors in or out using an available door-mounted control or key fob. **3. MOOD LIGHTING*** Red-tinted mood lamps are available on the front doors and lower-center console, contributing to the interior's sporty style. **4. PUSH-BUTTON START*** Start or stop the engine with the push of a button with the available Smart Key remote, even when you have the key fob in your pocket or purse. **5. REAR-CAMERA DISPLAY[5]** This available feature helps you see things behind your vehicle that you might not see by looking over your shoulder. **6. BACK-UP WARNING SYSTEM[5]*** An available sonar sensor system is concealed in the rear bumper. It activates an audible warning when it detects certain objects behind your vehicle. **7. SIRIUSXM® SATELLITE RADIO[3]** Get over 150 channels of commercial-free music, sports, news and talk in your Kia. With All Access, enjoy 160+ channels on your computer, smartphone and tablet. **8. ELECTRONIC PARKING BRAKE** On the Limited model, it provides convenient operation, automatically releasing the parking brake when you shift out of Park.

Information Provided by:
DEALER E-PROCESS

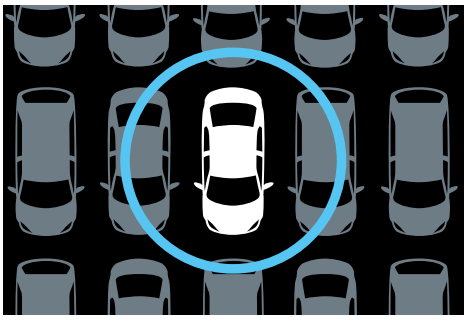
Connect to your entertainment and your vehicle

ADVANCED VOICE RECOGNITION

UVO eServices[6] operates with simple, intuitive verbal commands. Using advanced voice-recognition technology, it lets you conveniently manage your music and enjoy hands-free[6] use of your phone — without memorizing complicated menus.

DIGITAL MUSIC STORAGE

An easy-to-use digital music-storage system with in-dash, large-capacity digital storage for your favorite music. It lets you load your songs and sort them by either title or artist.



PARKING MINDER

UVO eServices[6] can record your vehicle's location whenever you park. Then, if necessary, you can use your compatible smartphone[8] to find your car. Parking Minder also lets you take pictures of the surrounding area for reference, write a reminder note or set an alarm if you're parked at a meter.

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UVO — short for "your voice" — is an available infotainment system that integrates advanced voice-recognition technology to help you make hands-free[6] calls and manage your music library. UVO eServices[6] is a subscription-free[7] information system that enables you to seamlessly connect your compatible smartphone[8] to your vehicle and access a suite of phone-based features. UVO eServices[6] includes advanced features such as Enhanced Roadside Assist,[9] 911 Connect,[10] and Vehicle Diagnostics.[11] Optima EX and SX are also available with the UVO eServices[6] infotainment system with voice-command navigation, which includes features such as real-time access to highway traffic conditions.[3]

UVO eSERVICES[6] APP[7]

A free app is available that allows you to integrate your compatible smartphone[8] with your vehicle — and make the most of UVO eServices.[6] This app can be downloaded at the App Store[SM12] and Google Play Store.[13]

Available on the App Store

GET IT ON Google play

MY POIs

UVO eServices[6] allows you to use a web-enabled computer to send locations that you find on Google Maps™ mapping service to the navigation system for route guidance.

911 CONNECT[10]

In the event that an airbag is deployed, UVO eServices[6] can automatically initiate a call to emergency services. In some circumstances, UVO eServices[6] may also transmit your vehicle's location to the emergency services operator.

	UVO eServices[6] infotainment system	UVO eServices[6] infotainment system w/voice-command navigation
UVO eSERVICES[6] APP[7]	●	●
ADVANCED VOICE RECOGNITION	●	—
DIGITAL MUSIC STORAGE	●	—
PARKING MINDER	●	●
MY POIs	—	●
911 CONNECT[10]	●	●
ENHANCED ROADSIDE ASSIST[9] Call for roadside assistance by touching an icon on the smartphone[8] app[7] screen. UVO eServices[6] then sends your location to the Call Center and connects you to an operator.	●	●
VEHICLE DIAGNOSTICS[11] You may perform a diagnostics check at any time or schedule checks on a regular basis. Diagnostics checks are also automatically triggered if the system detects a critical maintenance issue, alerting you to schedule an appointment or request roadside assistance.[9]	●	●
VOICE-COMMAND NAVIGATION The voice-command navigation system has a vivid 8-inch color screen and delivers real-time highway conditions from SiriusXM Traffic.[3]	—	●
PREMIUM AUDIO SYSTEM A premium Infinity®[4] surround-sound audio system with eight speakers provides exceptional audio performance.	○	●
HD RADIO™ TECHNOLOGY[14] Available HD Radio™ Technology[14] includes features like crystal-clear sound, new local FM channels and on-screen information — 100% subscription-free.	○	●
REAR-CAMERA DISPLAY[5] Whenever you shift into reverse, a live image from a rear camera displays on the screen, showing objects behind the vehicle you might not otherwise see.	●	●
eSERVICES GUIDE To learn more about UVO eServices'[6] features, you may access an automated user manual by using the touch screen.	●	●
MYUVO.COM WEB/MOBILE MyUVO.com lets you check Vehicle Diagnostics[11] and schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.	●	●

● STANDARD ○ OPTIONAL — NOT AVAILABLE

Information Provided by:

3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14 See Specifications page for endnotes. Actual component appearance may vary. Main image: UVO eSERVICES INFOTAINMENT SYSTEM WITH VOICE-COMMAND NAVIGATION SHOWN.

Blurring the distinction between midsize sedan and sports car

Exhilaration is standard with Optima. The key to its exciting performance is a 192-horsepower, 2.4L Gasoline Direct Injection (GDI) engine. Or you may choose Optima SX Turbo or Optima Limited, which are both equipped with a turbocharged, 2.0L GDI I4 engine that delivers 274 horsepower. For an even sportier driving experience, Optima features a standard six-speed Sportmatic® transmission.

SMOOTH, PRECISE HANDLING
Four-wheel independent suspension features front MacPherson struts and a rear multi-link design with high-performance dampers for a remarkably smooth ride combined with agile handling.

SPORTMATIC® TRANSMISSION
The six-speed automatic transmission provides smooth, seamless shifting. Its Sportmatic® function allows you to choose between automatic mode or, for even sportier driving, clutch-free manual shifting.

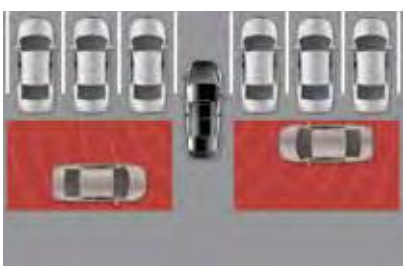
FUEL EFFICIENCY[15]
A "smart alternator," Electric Power Steering and low-friction tires help improve overall fuel economy.[15] With the push of a button, the Active Eco System adjusts the engine and transmission calibration to help optimize fuel efficiency.[15]

HID HEADLIGHTS*
Available LED accent lamps with High-Intensity Discharge (HID) headlights provide bright, crisp lighting. Available LED fog lights and rear taillights add to its stylish design.

15, 16, * See Features and Specifications pages for availability and endnotes. *Not all optional features are available on all trims. LIMITED SHOWN.

BLIND-SPOT DETECTION WITH REAR CROSS-TRAFFIC ALERT[16]*

This available radar system helps detect vehicles in the driver's blind spot, alerting the driver with a warning light in the side mirrors. Rear Cross-Traffic Alert helps detect approaching vehicles while in reverse.



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VEHICLE STABILITY MANAGEMENT (VSM)
VSM adds steering direction control capability. It intervenes when appropriate to help the driver regain control of the vehicle.

ELECTRONIC STABILITY CONTROL (ESC)
ESC monitors your vehicle's response during emergency maneuvers. It then controls the engine and brakes to help keep your Optima on course.

TRACTION CONTROL SYSTEM (TCS)
When TCS senses wheel spin during vehicle acceleration, it uses engine power and brake force to help transfer power to the wheels that have the most traction.

ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)
To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.

BRAKE ASSIST SYSTEM (BAS)
If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.

HILL-START ASSIST CONTROL (HAC)
To help keep you from rolling backward when starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.

ANTI-LOCK BRAKES (ABS)
ABS is the foundation of an active safety system and contributes to driver confidence. The system helps provide greater vehicle control when stopping in difficult conditions like wet or slippery roads.

2013 Top Safety Pick+
INSURANCE INSTITUTE FOR HIGHWAY SAFETY
FOR THE 2014 OPTIMA

NHTSA Five-Star
Crash Safety Rating[17]

Advanced safety systems to help handle unexpected conditions

Safety systems add peace of mind in certain situations. That's why all Optima models are equipped with advanced safety systems designed to help you maintain control, even in challenging road conditions and in some emergency situations.[†] They function automatically, leaving you free to focus on the road.

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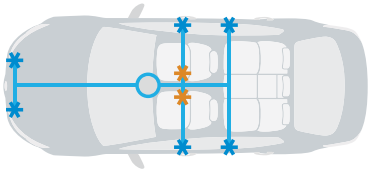
17 See Specifications page for endnote. †No system, no matter how advanced, can compensate for all driver error and/or driving conditions. Always drive responsibly. SX TURBO SHOWN.



AIRBAG & SEAT BELT SENSORS

This advanced system monitors the severity of certain impacts, the presence of a front passenger and seat belt use, and then controls airbag inflation accordingly.[18]

FRONT SEAT BELT PRETENSIONERS

Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries in some situations.

HEIGHT-ADJUSTABLE SEAT BELT ANCHORS

The front height-adjustable seat belt anchors allow the driver and front-passenger seat belts to be raised and lowered for a proper fit.

FRONT & REAR 3-POINT SEAT BELTS

Three-point seat belts are standard for all five seating positions, so that each person is protected with an over-the-lap and shoulder seat belt.

SIDE-IMPACT DOOR BEAMS

All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact force. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

FRONT & REAR CRUMPLE ZONES

Front and rear crumple zones are specially engineered to help absorb and dissipate impact energy, helping to preserve the structural integrity of the passenger compartment in certain collisions.

REAR CHILD-SAFETY DOOR LOCKS

Rear child-safety door locks are designed to help prevent the doors from being opened accidentally, which is especially important when small children are passengers. With the doors in the locked position, they can only be opened from the outside.

LATCH SYSTEM

The Lower Anchors and Tethers for Children (LATCH) system is standard and makes it easier to securely install a compatible child seat at either end of the rear seat.

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Designed to help protect driver and passengers

Optima is equipped with passive safety systems designed to help minimize injury when certain traffic accidents are unavoidable. An advanced airbag system helps protect driver and passengers with dual front, front seat-mounted side, and full-length side curtain airbags.[18]

18 See Specifications page for endnote. Inflated airbags are shown for illustration only. LIMITED SHOWN.

Information Provided by:

Delivering on a promise

Kia is committed to producing world-class vehicles to suit most every driving need. This promise has led to the development of stylish vehicles with an extraordinary combination of precision engineering, outstanding performance, innovative features and advanced safety systems. The value found in every Kia vehicle has been widely recognized[19] — one reason Kia has been honored in Interbrand's Best Global Brands 2012 report.[20]

OFFICIAL AUTOMOTIVE PARTNER OF THE NBA [21]

OFFICIAL AUTOMOTIVE PARTNER OF THE LPGA [22]

Information Provided by:
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†The Sorento and Optima GDI (EX Trims and certain LX Trims only) and GDI Turbo are built in the United States from U.S. and globally-sourced parts. 1, 9, 19, 20, 21, 22 See Specifications page for endnotes.

TAKING ON THE COMPETITION

The Kia Racing team is dedicated to competing against world-class competition — and winning. That dedication is part of Kia's belief that the knowledge gained in competition can be applied to the entire Kia lineup to provide you with vehicles that perform beyond your expectations. The Kia Racing team includes championship-winning drivers with a proven track record, and during the 2013 racing season they kept the momentum going. That means you can look for Kia drivers in the winner's circle at racetracks across America in the months ahead.

COMPELLING DESIGN

Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners as well as Kia's designers with pride.

COMMITMENT TO AMERICA

Kia Motors has invested over $1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant recently produced its one millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being built at this plant.[†] Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 11,000 jobs in West Point and the surrounding areas. It's all part of Kia Motors' commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

INDUSTRY-LEADING WARRANTY PROGRAM[1]

Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program.[1]

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance[9]

DONORSCHOOSE.ORG

Kia is committed to providing assistance to those in need. That's why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. To date, the "Double Your Impact" campaign — which began with Kia's $1 million donation — has resulted in contributions from more than 21,000 "citizen philanthropists" and benefitted nearly 500,000 public school students. In 2013, Kia is launching a major funding campaign that will raise the total impact to $5 million in just two years.

Information Provided by:
DEALER E-PROCESS

PACKAGES

LX CONVENIENCE PLUS

1. UVO eServices[6] infotainment system w/Rear-Camera Display[5]
2. 10-way power-adjustable driver's seat
3. Auto-dimming rearview mirror w/HomeLink®[23] & compass

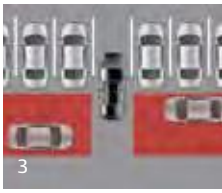
EX/SX TURBO PREMIUM

1. UVO eServices[6] infotainment system w/Rear-Camera Display[5]
2. Infinity®[4] audio system w/8 speakers & HD Radio™ Technology[14]
3. Panoramic sunroof w/black gloss B pillar
4. Driver's seat memory
5. Power-folding outside mirrors
6. Ventilated front seats
7. Heated front seats, heated rear seat cushions (not shown)
8. Heated steering wheel (EX)
9. 4-way power-adjustable front passenger seat

EX/SX TURBO TECHNOLOGY

(REQUIRES EACH TRIM'S PREMIUM PACKAGE)

1. UVO eServices[6] infotainment system w/voice-command navigation, SiriusXM Traffic,[3] Rear-Camera Display[5]
2. Back-Up Warning System[5]
3. Blind-Spot Detection w/Rear Cross-Traffic Alert[16]



SX PREMIUM TECHNOLOGY

1. UVO eServices[6] infotainment system w/voice-command navigation, SiriusXM Traffic,[3] Rear-Camera Display[5]
2. Infinity®[4] audio system w/8 speakers & HD Radio™ Technology[14]
3. Driver's seat memory
4. Power-folding outside mirrors
5. Ventilated front seats
6. Heated front seats, heated rear seat cushions (not shown)
7. 4-way power-adjustable front passenger seat
8. Back-Up Warning System[5]
9. Blind-Spot Detection w/Rear Cross-Traffic Alert[16]

Information Provided by:
DEALER

3, 4, 5, 6, 14, 16, 23 See Specifications page for endnotes.

COLORS

EXTERIOR

SNOW WHITE PEARL (P)
LX/EX: G/B, SX/SXT: BK, L: WN/GN/BN

SATIN METAL (M)
LX/EX: B, SX/SXT: BK

BRIGHT SILVER (M)
LX/EX: G

TITANIUM (M)
LX/EX: G, SX/SXT: BK, L: GN/BN

METAL BRONZE (PM)
LX/EX: B

REMINGTON RED (M)
LX/EX: B, SX/SXT: BK

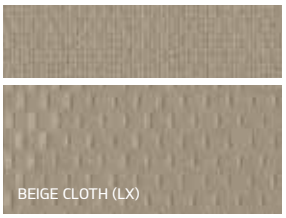
CORSA BLUE (PM)
SX/SXT: BK

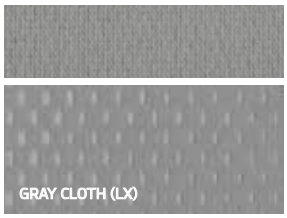
EBONY BLACK
LX/EX: G/B, SX/SXT: BK, L: GN/BN

DARK CHERRY (PM)
LX/EX: B

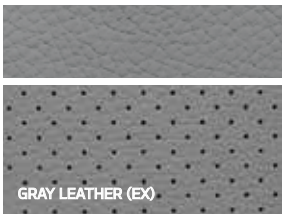
(M) = METALLIC PAINT, (P) = PEARL PAINT, (PM) = PEARL METALLIC PAINT, SXT = SX TURBO, L = OPTIMA LIMITED

INTERIOR

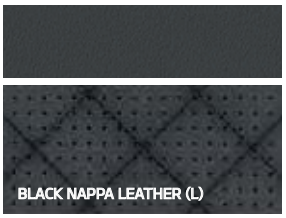

BEIGE CLOTH (LX)

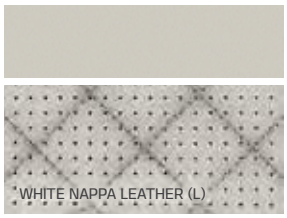

GRAY CLOTH (LX)

BEIGE LEATHER (EX)


GRAY LEATHER (EX)

BLACK LEATHER (SX/SXT)


BLACK NAPPA LEATHER (L)


WHITE NAPPA LEATHER (L)

GRAY NAPPA LEATHER (L)

INTERIOR COMBINATIONS ARE INDICATED BY:
B = BEIGE INTERIOR, G = GRAY INTERIOR, BK = BLACK INTERIOR,
WN = WHITE NAPPA INTERIOR, GN = GRAY NAPPA INTERIOR,
BN = BLACK NAPPA INTERIOR

ACTUAL VEHICLE COLORS MAY VARY FROM PRINTED BROCHURE.

Information Provided by:
DEALER E-PROCESS

LIMITED SHOWN.

FEATURES

MECHANICAL & EXTERIOR

	LX	EX	SX	SX TURBO	LIMITED
2.4L Gasoline Direct Injection 4-cylinder engine	●	●	●	–	–
2.0L Turbo Gasoline Direct Injection 4-cylinder engine	–	–	–	●	●
16" tires w/alloy wheels	●	–	–	–	–
17" tires w/alloy wheels	–	●	–	–	–
18" tires w/alloy wheels	–	–	●	●	–
18" chrome wheels w/red brake calipers	–	–	–	–	●
High-performance dampers	●	●	●	●	●
Sport-tuned suspension	–	–	●	●	●
Panoramic sunroof	–	○	–	○	●
Chrome accent outside door handles	●	●	●	●	●
Black gloss/chrome front grille	–	–	●	●	●
Chrome accent side sills	–	–	–	–	●
Clear-lens projection headlights	●	●	●	–	–
HID headlights w/auto leveling	–	–	–	●	●
LED accent lights	–	–	●	●	●
Front fog lights	●	●	●	●	–
Front LED fog lights	–	–	–	–	●
LED taillights	–	–	●	●	●
Dual exhaust w/chrome tips	●	●	●	●	●
Outside-mirror turn-signal indicators	●	●	●	●	●
Dual body-color heated power mirrors	●	●	●	●	●
Power-folding outside mirrors	–	○	○	○	●

INTERIOR & CONVENIENCE

	LX	EX	SX	SX TURBO	LIMITED
AM/FM/CD/MP3/SiriusXM[3] audio system	●	●	●	●	●
6 speakers w/dash-mounted tweeters	●	●	●	●	–
Infinity®[4] surround-sound audio system w/8 speakers & HD Radio™ Technology[14]	–	○	○	○	●
UVO eServices[6] infotainment system	○	○	○	○	–
UVO eServices[6] infotainment system w/voice-command navigation w/SiriusXM Traffic[3]	–	○	○	○	●
Rear-Camera Display[5]	○	○	○	○	●
Back-Up Warning System[5]	–	○	○	○	●
Blind-Spot Detection w/Rear Cross-Traffic Alert[16]	–	○	○	○	●
Push-button start w/Smart Key	–	●	●	●	●
USB/auxiliary input jacks	●	●	●	●	●
Bluetooth® wireless technology[2]	●	●	●	●	●
Steering-wheel-mounted audio control buttons	●	●	●	●	●
Steering-wheel-mounted paddle shifters	–	–	●	●	–
Cruise control	●	●	●	●	●
Active Eco System	●	●	●	●	●
Drive mode select	–	–	–	●	●
Electronic parking brake	–	–	–	–	●
Air conditioning	●	–	–	–	–
Dual-zone automatic temperature control w/rear vents	–	●	●	●	●
Power door locks & windows	●	●	●	●	●
Driver & front passenger's one-touch auto-up/down windows	–	●	●	●	●
Remote keyless entry w/panic alarm	●	●	●	●	●
Cooling glove box	●	●	●	●	●
Door mood lights	–	●	●	●	●
Rear reading lights	–	●	●	●	●
Supervision meter cluster w/4.3" TFT color LCD	–	–	●	●	●
Auto-dimming rearview mirror w/HomeLink®[23] & compass	○	●	●	●	●
Front center console w/armrest & storage	●	●	●	●	●
Rear center console w/armrest & cupholders	●	●	●	●	●
Floor mats	–	●	●	●	●
Rear child-safety door locks	●	●	●	●	●
Tire-Pressure Monitoring System (TPMS)[24]	●	●	●	●	●

SEATING & TRIM

	LX	EX	SX	SX TURBO	LIMITED
Cloth seat trim w/Clean Tex	●	–	–	–	–
Leather seat trim	–	●	●	●	–
Premium Nappa leather seat trim	–	–	–	–	●
Heated front seats & rear seat cushions	–	○	○	○	●
Ventilated front seats	–	○	○	○	●
Driver's memory seat	–	○	○	○	●
4-way power-adjustable front passenger seat	–	○	○	○	●
6-way adjustable driver's seat & power lumbar support	●	–	–	–	–
10-way power-adjustable driver's seat	○	●	●	●	●
60/40 split-folding rear seat	●	●	●	●	●
Metal pedals	–	–	●	●	●
Illuminated front-door scuff plates	–	–	●	●	●
Leather-wrapped steering wheel & gearshift knob	–	●	●	●	●
Heated steering wheel	–	○	–	–	●
Wood insert film	–	●	–	–	–
Brushed metal insert film	–	–	●	●	–
Black gloss interior trim	–	–	–	–	●
Black cloth headliner & pillar trim	–	–	–	–	●
Metal PRND bezel	–	●	●	●	●

RESTRAINT & SAFETY SYSTEMS

	LX	EX	SX	SX TURBO	LIMITED
Dual front advanced airbags[18]	●	●	●	●	●
Dual front seat-mounted side airbags[18]	●	●	●	●	●
Full-length side curtain airbags[18]	●	●	●	●	●
3-point seat belts for all seating positions	●	●	●	●	●
Front seat belt pretensioners	●	●	●	●	●
Height-adjustable front seat belt anchors	●	●	●	●	●
4-wheel anti-lock brakes (ABS)	●	●	●	●	●
Vehicle Stability Management (VSM)	●	●	●	●	●
Electronic Stability Control (ESC)	●	●	●	●	●
Traction Control System (TCS)	●	●	●	●	●
Brake Assist System (BAS)	●	●	●	●	●
Electronic Brake-force Distribution (EBD)	●	●	●	●	●
Hill-start Assist Control (HAC)	●	●	●	●	●
Side-impact door beams	●	●	●	●	●
Front & rear crumple zones	●	●	●	●	●
Lower Anchors and Tethers for Children (LATCH)	●	●	●	●	●

● STANDARD ○ OPTIONAL – NOT AVAILABLE

Information Provided by:
DEALER E-PROCESS

SPECIFICATIONS

ENGINE

	2.4L I4	2.0L TURBO
Type	2.4L, 4-cylinder, aluminum block & head	2.0L, turbocharged 4-cylinder, aluminum block & head
Valve gear	DOHC, four valves	DOHC, four valves
Displacement	2,359 cc	1,998 cc
Compression ratio	11.3:1	9.5:1
Horsepower (SAE net)	192 hp @ 6,300 rpm	274 hp @ 6,000 rpm
Torque (SAE net)	181 lb.-ft. @ 4,250 rpm	269 lb.-ft. @ 1,650-4,500 rpm
Fuel system	Gasoline Direct Injection (GDI)	Gasoline Direct Injection (GDI)
Transmission	6-speed electronically controlled SportMatic®, overdrive	6-speed electronically controlled SportMatic®, overdrive

DIMENSIONS

	2.4L I4/2.0L TURBO
Wheelbase	110.0 in.
Length/Width/Height	190.7 in./72.0 in./57.1 in.
Ground clearance	5.1 in.
Headroom (front/rear)	40.0 in./37.6 in.
Shoulder room (front/rear)	57.3 in./55.7 in.
Legroom (front/rear)	45.5 in./34.6 in.
Hip room (front/rear)	54.6 in./54.5 in.
Volume	Passenger: 102.2 cu. ft. Cargo: 15.4 cu. ft.

CURB WEIGHT

	2.4L I4	2.0L TURBO
Automatic transmission	3,237 lbs. (16" tire) 3,272 lbs. (17" tire) 3,327 lbs. (18" tire)	3,468 lbs. (18" tire)

BODY & CHASSIS

	2.4L I4/2.0L TURBO
Body type	Steel unibody
Front suspension	Independent, MacPherson struts, coil springs, stabilizer bar
Rear suspension	Independent, multi-link, coil springs, stabilizer bar
Steering type	Electric Power Steering (EPS)
Turns, lock-to-lock	2.94
Turning circle, curb-to-curb	35.8 ft.

BRAKES

	2.4L I4/2.0L TURBO
Type	Power-assisted ABS
Front	11.8 in. ventilated discs (16" & 17" tires) 12.6 in. ventilated discs (18" tires)
Rear	11.2 in. solid discs

TIRES

	2.4L I4	2.0L TURBO
Size	205/65R16 215/55R17 225/45R18	225/45R18

2014 EPA-ESTIMATED FUEL ECONOMY[15]

	2.4L I4	2.0L TURBO
City/Highway MPG		
Automatic transmission	23/34	20/31
Fuel tank capacity (gallons)	18.5	18.5

ENDNOTES

1. The Kia 10-year/100,000-mile warranty program includes various warranties and roadside assistance. Warranties include powertrain and the New Vehicle Limited Warranty (Basic). All warranties and roadside assistance are limited. See retailer for details or go to kia.com. **2.** The *Bluetooth*® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Kia is under license. Other trademarks and trade names are those of their respective owners. A compatible *Bluetooth*® enabled cell phone is required to use *Bluetooth*® wireless technology. **3.** All SiriusXM services require a subscription, sold separately, after 3-month trial included with vehicle purchase. **If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. See our Customer Agreement for complete terms at www.siriusxm.com.** Programming subject to change. Sirius satellite service is available only to those at least 18 and older in the 48 contiguous USA, D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. Certain channels not available on SiriusXM Internet Radio or on mobile devices. **4.** Infinity® is a trademark of Harman International Industries, Inc. **5.** The Rear-Camera Display and Back-Up Warning System are not substitutes for proper and safe backing-up procedures. Always drive safely and use caution when backing up. The Rear-Camera Display and Back-Up Warning System may not detect every object behind the vehicle. **6.** Warning: Driving while distracted can result in a loss of vehicle control that may lead to an accident, severe personal injury and death. The driver's primary responsibility is in the safe and legal operation of a vehicle, and use of any handheld devices, other equipment or vehicle systems which take the driver's eyes, attention and focus away from the safe operation of a vehicle or which are not permissible by law should never be used during operation of the vehicle. Actual product may vary in appearance from photographs. See retailer for details. **7.** No subscription fee for UVO eServices. No charge for the UVO eServices app. App uses your smartphone cellular data service. Normal cellular service rates will apply. **8.** Apple iPhone® and select Android™ devices only are UVO eServices compatible. iPhone® is a registered trademark of Apple Inc. Android™ is a registered trademark of Google Inc. **9.** 24-hour Roadside Assistance is a service plan provided by Kia Motors America, Inc. Certain limitations apply. Coverage details are available in the Kia Warranty and Consumer Information Manual. To use the Enhanced Roadside Assistance feature, a mobile phone connected via *Bluetooth*® wireless technology within the cellular service coverage area is required. **10.** Feature activates after an airbag deployment. Feature requires a mobile phone connected via *Bluetooth*® wireless technology. Dependent on cellular service coverage area. **11.** Vehicle Diagnostics feature does not take the place of regularly scheduled maintenance. Feature checks powertrain, chassis, and airbag systems only. For factory-recommended maintenance schedule, see the Maintenance Feature of UVO eServices or the Owner's Manual. **12.** Apple, the Apple logo, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. **13.** Google Play is a trademark of Google Inc. **14.** HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corporation. **15.** Refer to specifications above for 2014 EPA fuel economy estimates. Actual mileage will vary with options, driving conditions, driving habits and your vehicle's condition. **16.** The Blind-Spot Detection and Rear Cross-Traffic Alert Systems are not substitutes for proper and safe driving. Always drive safely and use caution. These systems may not detect every object in the vehicle's blind spot or direction of travel. **17.** Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). **18.** For maximum protection, always wear your seat belt. **19.** Kia Motors received the best Total Cost of Ownership for overall brand for 2012 according to Kelley Blue Book's kbb.com. 2012 model-year vehicle's projected ownership costs are based on the average Kelley Blue Book Total Cost of Ownership data for the initial 5-year ownership period. For more information, visit www.kbb.com. **20.** Interbrand's Best Global Brands 2012 report is a look at financial performance of the brand, role of brand in the purchase decision process and the brand strength. Go to www.bestglobalbrands.com for more information. **21.** NBA Identifications are the intellectual properties of NBA Properties, Inc. ©2013 NBA Properties, Inc. All rights reserved. **22.** All materials and intellectual property related to the LPGA are owned by the LPGA, and any unauthorized use is strictly prohibited without the LPGA's expressed prior written consent. **23.** HomeLink® is a registered trademark of Johnson Controls, Inc. **24.** Even with the Tire-Pressure Monitoring System, always check your tire pressure on a regular basis.

Information Provided by:
DEALER E-PROCESS

FROM COMPACT TO CROSSOVER

RIO

RIO 5-DOOR

SOUL

FORTE KOUP

FORTE

FORTE5

OPTIMA

CADENZA

SPORTAGE

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